



INDIAN SCHOOL MUSCAT

Senior Section

Department of Commerce and Humanities

Class : 12

SOLVED SUPPORT MATERIAL

Reference: NCERT

Chapter 12: MASS MEDIA AND COMMUNICATIONS

Text Book

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SOCIOLOGY (039)

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- Trace out the changes that are occurring in the newspaper industry. 4
1. The increasing rate of literacy has widened the scope of newspaper.
2. There is overall increase of news papers in regional languages.
3. News papers have adopted advance printing technologies & have added interesting supplements.
4. New marketing technologies have increased the circulation.
 2. Discuss the potential of F.M.Stations in post liberalization India. 4
 1. The F.M.Stations are providing a boost to entertainment programmes over radio.
 2. This has enhanced the popularity of Radio.
 3. The potential of F.M channels are enormous now.
 4. The facility of F.M.Channels over the mobile phones has changed the whole spectrum for Radio. India was never isolated even in ancient times from the world.
 3. Trace the changes that are happening in the medium of Television. 4
 1. The cable T.V has given a new dimension.
 2. Most T.V channels now relay programmes for the whole day.
 3. The format of programmes is now international in standards.
 4. A wide variety of reality shows are now extremely popular.
 4. What is meant by 'Imagined Community'?? 4
The industrial revolution proved a boon to the print industry. According to Benedict Anderson, the printing press led to the growth of the idea of a 'Nation' as an 'imagined community'. It helped the growth of Nationalism. It gave people who would never meet each other a sense of coming together.
